(c)     transmitting second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view a bid originally defined in a context of said first bidder in said context of said second bidder.

21.     (Amended) A system for conducting an electronic online auction between a plurality of potential bidders, the plurality of potential bidders competing for a lot having at least one product, comprising:

means for receiving first bid information for a lot from a first bidder, said received first bid information representing a first bid that is originally defined in a context of said first bidder;

means for storing information reflective of said submitted first bid, said stored information enabling a relative comparison of submitted bids on a common competitive basis; and

means for transmitting second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view a bid originally defined in a context of said first bidder in said context of said second bidder.

61.     (Amended) A method of conducting an electronic online auction between a plurality of potential bidders, the plurality of potential bidders competing for a lot having at least one product, comprising the steps of:

(a)     receiving bid information from a first bidder for said lot; and

(b)     generating a transformed bid using at least said bid information, said generated transformed bid being used to effect a relative comparison of transformed bids, said relative comparison of transformed bids enabling submitted bids, defined in at least two different bidder-specific contexts, to be compared on a common competitive basis.

65.     (Amended)     A system for conducting an electronic online auction between a plurality of potential bidders, the plurality of potential bidders competing for a lot having at least one product, comprising:

means for receiving bid information from a first bidder for said lot; and

means for generating a transformed bid using at least said bid information, said generated transformed bid being used to effect a relative comparison of transformed bids, said relative comparison of transformed bids enabling submitted bids, defined in at least two different bidder-specific contexts, to be compared on a common competitive basis.

Please withdraw claim 66.

69.    (Amended)  A method of participating in an electronic online auction including a plurality of participants, wherein the participants include a sponsor and at least two potential bidders, the potential bidders competing for award of a lot, comprising:

(a)    receiving bid information defined in a first context from a first bidder for said lot;

(b)    redefining said bid information to a second context that differs from said first context; and

(c)    comparing said transformed bid information to other bid information on a common competitive basis.

Please withdraw claim 70.

72.    (Amended)  A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to transmit first bid information for a lot having at least one product to an auction server, said transmitted first bid information representing a first bid that is originally defined in a context of a first bidder, said transmitted first bid information being used by the auction server in a comparison of submitted bids originally defined in contexts different from said first bidder;

a second computer readable program code enabling the computer system to receive second bid information from said auction server, said received second bid information representing a second bid that was submitted by a second bidder, said second bid being originally defined in a context different from said first bidder; and

a third computer readable program code enabling the computer system to display a relative comparison of said first bid and said second bid in a context of said first bidder.

73.  (Amended)  A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to receive bid information from a bidder for a lot;

a second computer readable program code enabling the computer system to generate a transformed bid using at least said bid information; and

a third computer readable program code enabling the computer system to transmit transformed bid information to an auction server, said transformed bid information enabling said auction server to generate a relative comparison of bids, originally defined in at least two different bidder-specific contexts, on a common competitive basis.

74.  (Amended)  A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to receive first bid information for a lot having at least one product from a first bidder, said received first bid information representing a first bid that is originally defined in a context of said first bidder;

a second computer readable program code enabling the computer system to store information reflective of said submitted first bid, said stored information enabling a relative comparison of submitted bids on a common competitive basis; and

a third computer readable program code for enabling the computer system to transmit second bid information defined in a context of a second bidder that is different than said context of said first bidder to said second bidder, said transmitted second bid information enabling said second bidder to view a bid originally defined in said context of said first bidder in said context of said second bidder.

75.    (Amended)  A computer program product for enabling a processor in a computer system to process bidding information in an auction between a plurality of bidders, said computer program product comprising:

a computer usable medium having a computer readable program code embodied in said medium for causing an application program to execute on the computer system, said computer readable program code comprising

a first computer readable program code enabling the computer system to receive bid information from a first bidder for a lot having at least one product; and

a second computer readable program code enabling the computer system to generate a transformed bid using at least said bid information, said generated transformed bid being used to effect a relative comparison of transformed bids, said relative comparison of transformed bids enabling submitted bids, defined in at least two different bidder-specific contexts, to be compared on a common competitive basis.

## REMARKS

We have reviewed the grounds for rejection enumerated in the Office Action and have amended the claims accordingly.  Reconsideration of the grounds of rejection is requested in view of the remarks contained herein.

### Amended Claims

Claims 1, 21, 61, 65, 69, and 72-75  are amended herein to clarify that the bid information is converted from a first context to a second context that is different than the first context.  Thus, Applicants request that the Examiner include those claim amendments in the Subject Application.

### Summary of the Office Action

The Examiner rejected claims 1-75 under 35 U.S.C §103(a) as being unpatentable over U.S. Patent No. 5,640, 569 to Miller et al. ("*Miller*").  The Examiner also rejected claims 1-75 under 37 C.F.R. §1.78(b) stating that those claims conflict with claims 1-75 [sic] of Application 08/282,156 [sic].